contact@americanprecoat.com

EMBRACING INNOVATION

Welcome To American Precoat You |

Over the last two decades we have built ourselves around You Our consumer. Our Technical services revolve around You. Our products are manufactured and innovated for You. Some of our most successful products are the result of collaboration with You. From the earliest product discussions through collaboration and execution of ideas, we are here for You.

वक्रतुण्ड महाकाय सूर्यकोटि समप्रभ।
निर्विघ्नं कुरु मे देव सर्वकार्येषु सर्वदा॥

ॐ भूर्भुव: स्व: तत्सवितुर्वरेण्यं भर्गो देवस्य धीमहि धियो यो न: प्रचोदयात्।

कर्मण्ये वाधिका रस्ते मा फलेषु कदाचन।
मा कर्म फल हेतु भूर्मा ते सङ्गोऽस्त्व कर्मणि॥

You are at the
Centre
of Everything We Do.

MESSAGE FROM CTA

You And Us And We Can Change The World.

"I've learned that people will forget what You said, people will forget what You did, but people will never forget how You made them feel."

-Maya Angelou

"Here's to the crazy one. The misfits, the rebels, the troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. You can quote them, disagree with them, glorify or vilify them. About the only thing You can't do is ignore them, because they change things. They push the human race forward. And while some may see them as the crazy enough to think that they can change the world, are the ones who do."

-Steve Jobs

A journey of more than two decades, into creating the group has been a very fulfilling one for all of us who created it and for those who we served. American Precoat today is synonymous with novel innovations, diversifications, transparent culture and growth backed by strong value systems. Today, we are proud manufacturers of Special Steel like – Electro Galvanised Steel, Electroplated Zinc Aluminium Steel, etc, apart from Sealing Systems for the Food and Beverage industry, Surface Property Extenders and Speciality Chemicals for Industrial, White Goods, OEM and Automotive Industries. As a team, we have believed in building a creative and participative environment and we aim to work continuously towards improving the quality and performance of the Group's products. With a dedicated team of professionals, we are committed to maintaining the highest level of productivity with impeccable quality. This is why the motto "Smile with Science". Through our widespread product – applications, we touch human lives every day in many ways, hence the moral commitment to do only what feels good and proud to associate with as our doing. Throughout our existence, we have pioneered the use of the latest technologies to develop environment-friendly products in close cooperation with our customers and supply chain partners. This has also helped us maintain globally acceptable product suppliers in all user industries ranging from Food & Beverage, Special Steel, Polyurethane, Automotive, White Goods and the like. Our Values at American Precoat, our core values and guiding principles are:

Pursuit of Excellence: We strive to provide our customers with the best of products and the latest technologies, in combination with excellent service, setting a benchmark in the industry.

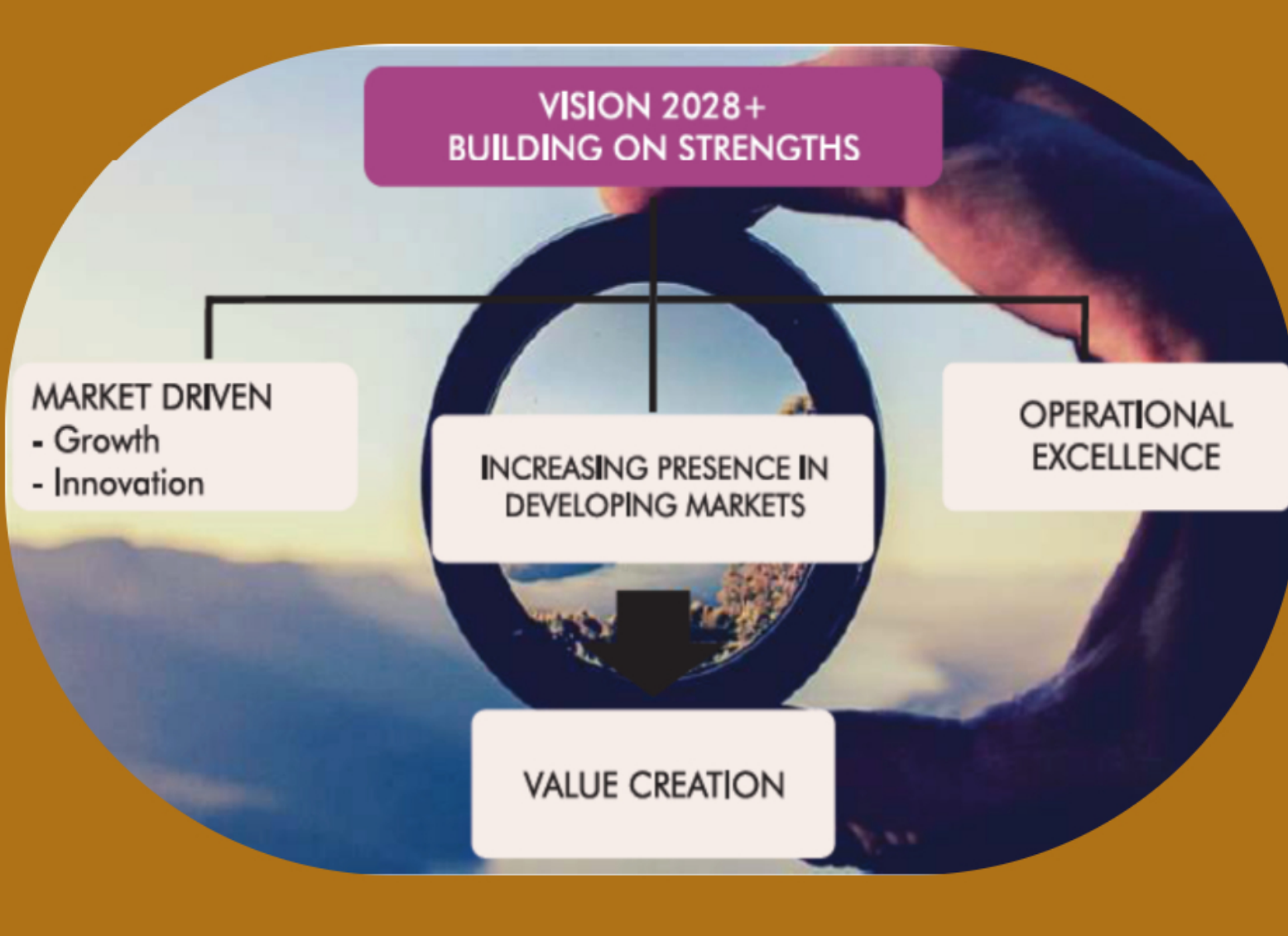
Result-oriented: Our aim is to work with the customer towards improving their operations and achieving greater benefits by the application of our products and services.

Customer Focus: At American Precoat, all our efforts are geared towards the benefit of the customer and we work to add value to the customer's products.

INNOVATION - THE FUTURE

Addressing The Ethical Aspects Of Innovation And Its Impact On Society

American Precoat has developed multi-functional, flexible and technologically advanced facilities. American Precoat has a strong orientation to meeting customer needs. American Precoat offers a wide range of products covering many applications from Food & Beverage to Bio diesel catalysts. American Precoat operates in all world markets with an extra ordinary capacity for flexibility, derived from its long-standing collaboration with industry leading customers.
American Precoats future is full of exceptional promises to create environment friendly products for our customers all over. Together, American Precoats essential elements of mission, values, vision and strategy describe why we are here, who we are, what we intend to do and how we intend to do it. These essential elements provide insight, offer motivation and lead us forward as we seek to grow and achieve our goals.



VISION 2028+: BUILDING ON STRENGTHS

Presenting The Overarching Vision For The Organization In 2028 And Beyond

In January 2017 American Precoat announced its strategy programme for the next ten years. The strategy is based on a strong foundation built by American Precoat over the last two decades. The strategy programme is oriented to accelerate the shifting of American Precoats portfolio to specialty science and performance material products and more stable and higher earnings.

The successful execution of the accelerated Vision 2028 program will result in the continuous evolution of American Precoat into a specialty sciences and materials sciences business. The group will be strongly positioned for growth with the main drivers being delivered from market-driven innovation and an increasing presence in the world's rapidly developing emerging economies, particularly India. American Precoats ongoing commitment to Operational Excellence remains firmly in place.

Based on its existing leadership position, American Precoat intends to grow its sales in following emerging business areas of specialty protective coatings, material sciences and performance packaging products. The growth will be accelerated by innovations in these respective sectors.

By 2028, American Precoat aims to grow its specialties portfolio. Profitable growth through specialty leadership business, innovation, and geographic growth should lead to an underlying sales growth rate of 25% to 30% annually under an assumed economic scenario and increase over time within this bracket.

To boost innovation, significant additional resources will be made available to the research and development function. More people will be recruited to work in dedicated, business-driven innovation teams.

QUALITY POLICY

Expressing The Organization's Unwavering Commitment To Quality

Safety Health and Environmental Excellence are Fundamental to Demonstrating the Values and Goals of a World Class Company. Based on existing ship positions, American Precoat intends to grow its sales in following emerging business areas of specialty protective coatings, life sciences and performance packaging products. The growth will be accelerated by innovation in these respective sectors. Quality performance is a commitment to excellence by each American Precoat employee. It is achieved by teamwork and a process of continuous improvement. We are dedicated to providing quality products and services which meet or exceed the expectations of our customers.

American Precoat Quality Management System

Purpose

Assuring Quality Is A Multi-Functional Effort Covering Many Aspects Of Operations. It Is A Continuous Process Involving:

- The identification and documentation of customer needs
- The development, manufacture and delivery of products and services to meet those needs consistently
- Feedback from the customer to assess the company's product performance
- Action on the Customer's feedback to improve the group's performance

American Precoat Quality Management System ensures that customers receive quality, reliability and integrity in the products and services American Precoat provides them. Team American Precoat strives to ensure that customers' needs and requirements are met. The system calls for strict adherence to specifications, as well as regulatory and quality requirements.

Product quality is maintained through systems of standardization and process control. Service quality covers all aspects of customer transactions and is ensured by the function that is providing the service. Both product and service quality characteristics are agreed upon by American Precoat and the customer.

The Quality management system is not a stand-alone system. It is integrated with the group's policies, requirements, work practices and the high standards of Environment, Health & Safety and quality.

Quality Performance is a commitment to excellence by each member of Team American Precoat. It is achieved by teamwork and a process of continuous improvement. We are dedicated to providing quality products and services which meet or exceed the expectations of our customers.

American Precoat has established quality measurement systems to measure its progress in continuous quality improvement. We monitor progress in each business segment through external and internal customer surveys, auditing and organizational self-assessments, customer complaint and resolution systems, and statistical tools.

- Remove barriers as identified by employees.
- Empower people to make decisions and implement solutions
- Push decision-making down to the lowest possible level.
- Collaborate with the entire work group to develop a mission

OUR VALUE & EThICS

Core To World-Class Company Values & Goals

Safety Health and Environmental Excellence is fundamental to demonstrating the values and goals of a world-class company.

Our Approach

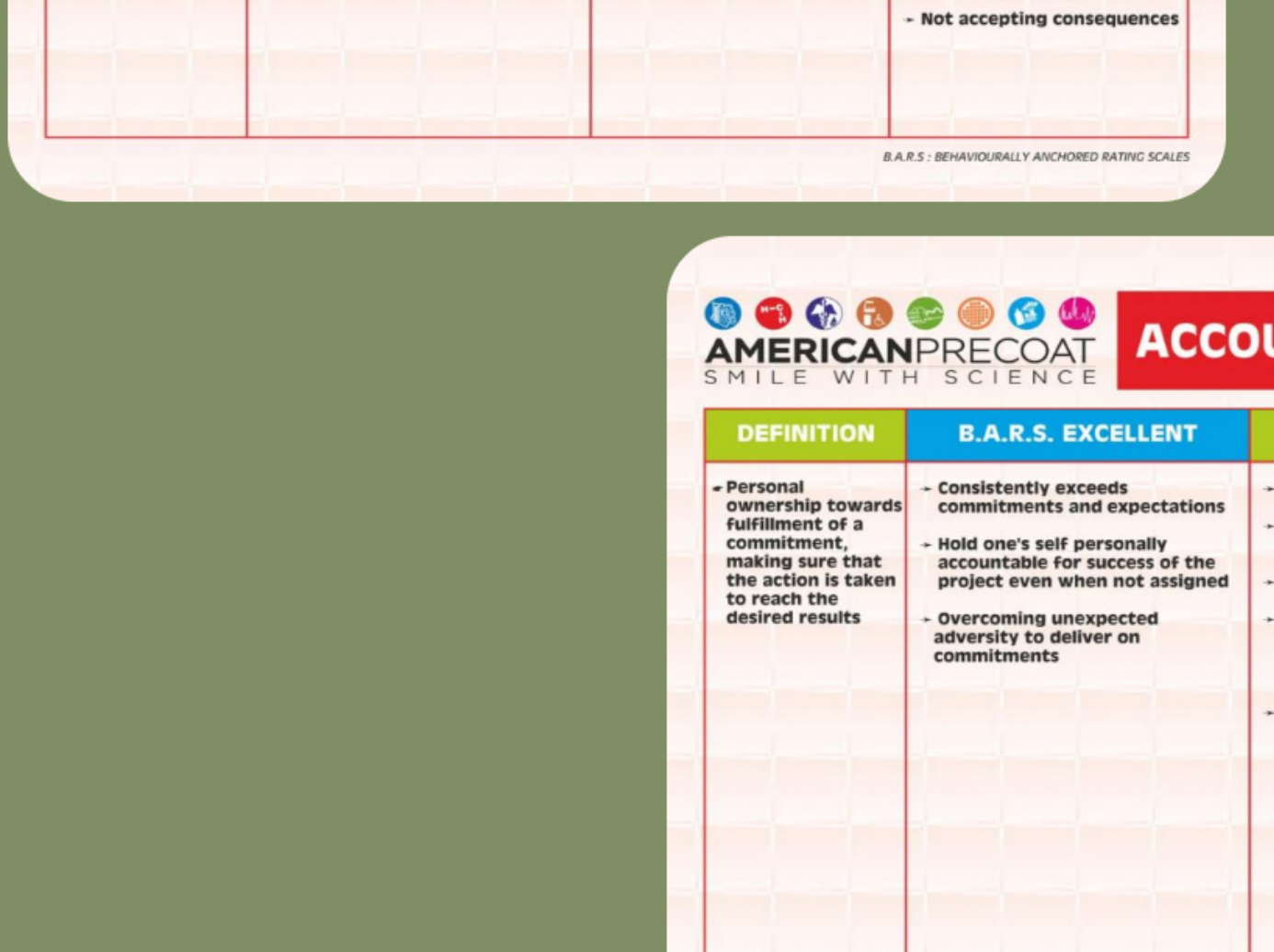
Operating out of Noida, India, American Precoat's history can be traced back as far as 1991. Our subsequent development has been the result of organic growth and a carefully planned growth chart with divestments and diversifications, which has successfully integrated a diversity of companies.

We aim to make sure that our world-class status remains intact.

We aim to make sure that our world-class status remains intact. We owe our success to people. Because of that, the long-term future of the Company is highly dependent on finding the right employees, talented individuals who thrive on challenge and change. To be the best we have to attract the best and the more successful we are in harnessing creative expertise, the more we move forward as a world-class company.

Concern for the environment and the health and safety of our workforce are also critical to successful operations. So constant efforts are made to ensure that there is no negative environmental impact of our products and we work tirelessly to ensure that our employees come to no harm, because nobody goes to work to get hurt.

But what about the outside world? Well, strong links with the community are a long standing American Precoat tradition. At our American Precoat Research Foundation we constantly work towards making the environment more eco-friendly to live in, having developed products which are Low on Carbon footprints. All our products meet the stringent quality standards as prescribed by European Union and USFDA laws.



AMERICANPRECOAT
SMILE WITH SCIENCE

ACCOUNTABILITY STANDARDS

DEFINITION	B.A.R.S. EXCELLENT	B.A.R.S. EXPECTED	B.A.R.S. UNACCEPTABLE
- Personal ownership towards fulfillment of a commitment, making sure that the action is taken to reach the desired results	- Consistently exceeds commitments and expectations - Hold one's self personally accountable for success of the project even when not assigned - Overcoming unexpected adversity to deliver on commitments	- Meet your commitments - Know your roles and responsibilities - No surprises - Act as a owner by making decision that are in the best interest of SRISOL and its policies - Ensures skills, capabilities and capacity to deliver	- Not following through on commitments - Communicate misleading information - Not knowing your roles and responsibilities - Making excuses - Blaming others - Giving responsibilities without authority to make it happen - Waiting to be told what to do - Not accepting consequences

B.A.R.S : BEHAVIOURALLY ANCHORED RATING SCALES

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VALUES Who We Are

Integrity And Respect For People

Our mission and vision will be achieved by living according to the values that contribute to the economic, social and environmental responsibilities of business and society.

Integrity: We believe that our promise is our most vital product, our word is our bond. The relationships that are critical to our success depend entirely on maintaining the highest ethical and moral standards. We ensure the health and safety of our community and protect the environment in all our activities.

Respect for People: At American Precoat, we believe in the inherent worth of all people. Our family of employees and customers is the engine of value creation. Our growth is a result of our imagination, determination and dedication. We celebrate and reward the unique backgrounds, viewpoints, skills and talents of everyone at American Precoat. Respect for people is evident in how we treat each other and by the productivity of our relationships and by a job done well, no matter what the nature of the job.

Our customers are our partners in creating value; their loyalty is our greatest reward.

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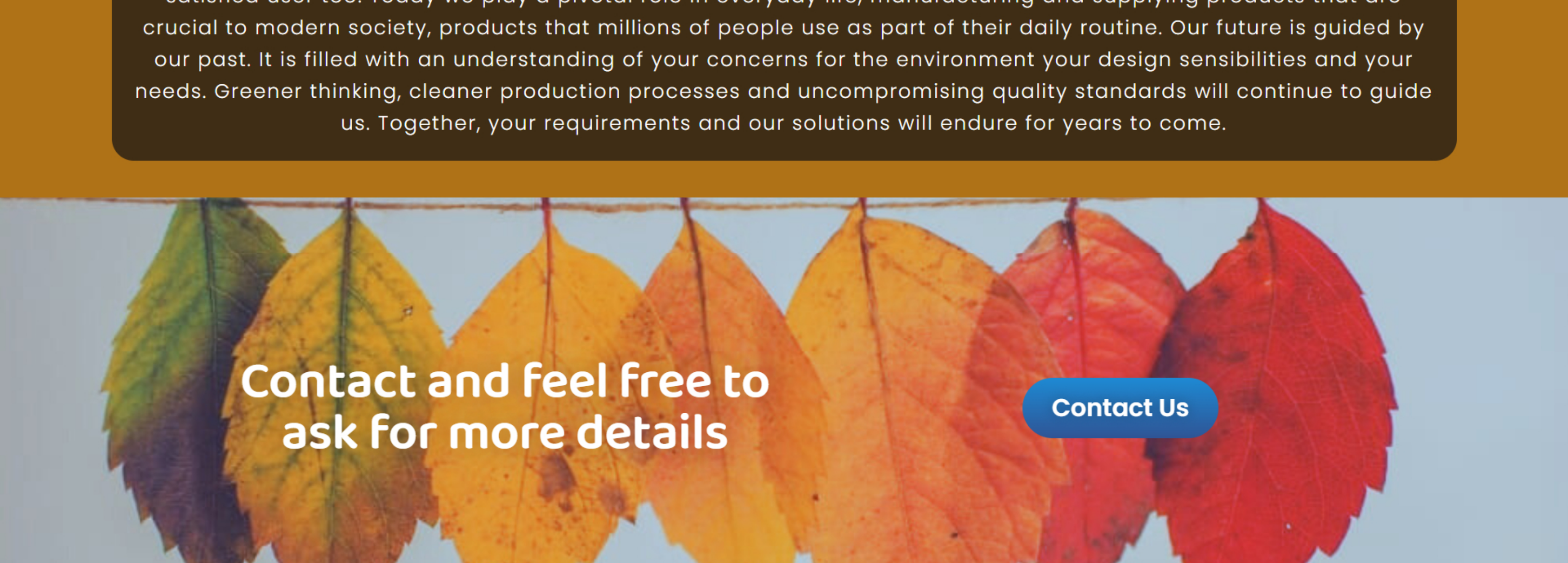
HISTORY

Sharing The Path To Success

Our history is rich with research, engineering, design, knowledge. With over a decade of dedication to innovation, we live up to our promise to deliver solutions designed especially for your applications Your satisfaction is the true measure of our success. From our company's inception, we've recognized the benefits of cost-effective, environment-friendly products to our customers and the world. By working closely with You we have improved these benefits by perfecting our products, expanding our range of solutions and pioneering new technologies. From the beginning American Precoat, has made an effort in making a better product through innovations. This commitment continuous research and innovation has not only given it better performing products but a more satisfied user too. Today we play a pivotal role in everyday life, manufacturing and supplying products that are crucial to modern society, products that millions of people use as part of their daily routine. Our future is guided by our past. It is filled with an understanding of your concerns for the environment your design sensibilities and your needs. Greener thinking, cleaner production processes and uncompromising quality standards will continue to guide us. Together, your requirements and our solutions will endure for years to come.



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Analytical Science + AI
Patents

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Compliance
Customer value

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